ivy newsletter

NEW HAVEN: 12 Sept. 1973
LETTER #8

Dear IVY People:

For those stations that are on the buy, enclosed is the Newsweek order. For those that are not, I understand that this buy is made for stations on whose campus there is a Newsweek agent (?). If in the future you wish to get in on this, I would suggest that you attempt to get some student to be the Newsweek agent. Please note that the Newsweek order is the same as last year. You call Hanson if the copy does not arrive. All stations start on 17 Sept. Please send in the postcard immediately and acknowledge receipt of the order. If there are any questions, call me or Hanson, not Joe Gans Agency. If there are any problems, let me know immediately.

Also enclosed are affidavit sheets. The way this works is as follows: Our billing month is 25th of the month to 25th of the month. I.E. Newsweek will be billed for 17 thru25 of September, then 26 Sept thru 25Oct. etc. Get the affidavit to IVY by the first of the month. We compile them, take care of our records, and send to NEAS by the 5th. Their computer churns out a bill which is sent by the 10th. If everything works out right, we get the money by the first of the next month. IF EVERYTHING WORKS OUT RIGHT: Please send the affidavits in on time filled out properly (wiht the spots run). We will bill for as many stations as we have (and penalties will still be assessed)but if one station fucks up., it hurts everyone to a degree.

Bud looks bad. Burt Condie bought these notebooks which are passed aroung free on campus. It was an irresponsible and stupid buy, but no one higher up will overrule him becase (we just learned) he is the brother-in-law of the agency president. His stupidity will probably mean no Bud for the Fall. He promises a large Spring buy. He will also consider a test of merchandizing with ads . (E.G. tell the social chairman to buy Bud for the mixers. If you want to offer something in the way of merchandizing, give me a call. Some stations (like DCR and BRU) will probably be able to get bought from regional money. Please give me a call before you start any soliciatation, so that in the Spring everyone can get in on the buy.

Chas tells me that he will have the payments for March, April, and May done in about two weeks. We will send them out immediately rather than wait for the Fall Meeting as has been the practice (because we do not have the UPI drag on cash). The UPI contract is on its way to me signed. I trust that everyone has the service that each wishes.

Harold Segal told me that he has just sold his rep business. I believe that were we still with him, that the new agency would have attemmpted to get rid of us.

REMINDER: Fall Meeting is in New Haven on Dec. 2. If you have not sent the info requested on your station, please do so.

Chas will be in the office to answer questions at least on Mon and Thur. between 7:30 and 9:00 p.m. I am here most afternoons (but am in and out).

People from the Harvard Business School have asked about the

possibility of stations being interested in "Carreer Choice Panels" The B School would be willing to provide a speaker on Businees as a career if a station could get some other speakers. I have sent the people at the Harvard Business School a list of your station addresses and they may be getting in touch with you directly.

Any more thoughts on Programming or Local Sales Conferences?

Jim